



Wisconsin Association of Fairs

CONVENTION 2022

98th Annual Convention Update

The Wisconsin Association of Fairs annual convention will be held at the Chula Vista Resort in Wisconsin Dells, January 9-12, 2022, celebrating our convention theme “Back to the Future”. If there is one thing our fairs learned while going through the pandemic, was that we relied on the past and why our fairs were started. This was the framework as planned for modified fairs.

The Fairest of the Fairs program will again kick-off on Sunday afternoon followed by a workshop by Deb Gegare on Bright Ideas from around WI Fairs and ending with an evening Fair Social Nacho Night.

Our convention will officially kick-off at 10:00 AM Monday, with some fun and exciting activities based on our theme. Then we get to get motivated about the future with our keynote speaker, Marla Calico, President and CEO, of the International Association of Fairs and Exposition.

U READY 4 THE FUTURE? Back in business! Whew! Wasn't it great? On so many levels it was fabulous to get most of the county and state fairs across the United States open again, doing business almost normally in 2021 after the pandemic shuttered life as we knew it in 2020. In 2021 I visited 31 fairs of all sizes in a dozen states and each one was such a joy to my soul! What is evident, however, is that there will be both short and long-term impacts to our county and state fairs because of the pandemic and the unforeseen consequences of it on every aspect of our daily lives. At this general session, I will share with you some insight into the challenges that we must rise up to meet for the future, but also the opportunities before us that may not happen again for a generation or more. As one of my friends puts it, “R U READY 4 THE FUTURE?”

The Trade Show will be open Monday and Tuesday afternoon. If you can't find the Associate Member you are looking for, don't forget to visit the “Associate Vendor Rows” located on the second and third floor of the condos. Don't be shy, our Associate Members look forward to visiting with you so please stop in to visit them.

The Showcase of Entertainment will take place both Monday and Tuesday evenings. We are excited about the caliber of entertainment and hope you will find one or two acts to book for your fair.

Bring along your checkbook/credit card for our auctions. Monday evening's auction, featuring the Fairest of the Fairs contestants, will offer a wonderful array of items. On Tuesday evening, our silent auction will feature items from our Fair and Associate Members. Proceeds from both auctions go to offset the Fairest of the Fairs program expenses as well as our convention expenses. This allows us to keep your convention registration fees to a minimum. Thank you for supporting the auctions!

There are workshops offered for both Fair and Associate Members Monday through Wednesday. Workshops do not repeat. Take these opportunities to network with other members and ask the experts.

Our convention will conclude with the crowning of our 56th Fairest of the Fairs at our evening banquet on Wednesday. **PAGE 2**

All convention attendees are required to wear their registration name badge to all convention events, which include: Opening Session, Trade Show, Auctions, Cheese Party Reception, President's Reception, Showcases of Entertainment, and Workshops. If attending the Wednesday Evening Award Banquet only, convention registration is not required.

If you have not yet registered for convention, please visit our website at www.wifairs.com for on-line registration on the convention page. You have the option to pay via check or credit card. On-line registration is very easy and you receive an e-mailed copy of your registration and payment immediately following your order.

Registration now through December 31 the cost is \$70.00 per person and banquet ticket cost is \$60.00 per ticket. After December 31, register on site – registration cost is \$90. For children: ages 5 and under are free; ages 6-12 are \$20.

All banquet tickets reserved on the form will be given to the person listed as the primary contact on the form. If that person is not going to be attending the convention, please list a convention contact. It will be their responsibility to distribute the banquet tickets. Tickets will not be mailed out before the convention. They should be picked up at our convention registration desk on Sunday from 2:00 PM – 8:00 PM or Monday beginning at 8:00 AM Registration hours will be posted at the convention.

We are looking forward to seeing you in January. Please contact the office at info@wifairs.com or 715-536-0246 with any questions.

Updated Convention Schedule

A link for the convention schedule as of 12/19/21 is on the website using the following link:

<https://www.wifairs.com/p/convention>

Deb Gegare will be having one-on-one sessions for Fairs to get hands on help with SharePoint and other items related to WI DATCP on Tuesday, January 11, 2022 at the WI Association of Fairs Convention. She will be presenting to all members from 1:00 p.m. – 2:00 p.m. followed by one-on-one sessions from 2:00-4:00 p.m.

To pre-register for the one-on-one session, please click on the following web link (or copy it into your web browser if clicking doesn't work) to go to the signup sheet:

www.volunteersignup.org/AREEH

Volunteers Needed

We are looking for volunteers to staff some of our doors to the Trade Show and Evening Receptions. If you have an hour or two to spare, please sign up by using the following link below. The Credentials Committee will be there to guide you, but we could use some additional help.

Please click on the following web link (or copy it into your web browser if clicking doesn't work) to go to the signup sheet: www.volunteersignup.org/WDHLA. To sign up, just follow the instructions on the page. It only takes a few seconds to do. Thanks in advance for any help you can provide!

WI Fairs, Back To The Future

The convention theme for 2022 is “Back to the Future”. All convention attendees are asked to dress to promote their fair on Monday. At the convention kick-off on Monday, at 10:00 a.m., Our Special Projects Committee has been busy getting ready for the opening of convention and we need your fair’s help. This year we will be playing a FUN and EXCITING game at convention. Fairs will participate using an electronic device for an interactive game. The top 3 fairs will win a special prize! Help us create questions to make the game even more full of fair fun! We have four simple questions to answer and if you have a few photos, we’ll be looking for you to upload them as well. It’s super simple to do! Please complete the link for the survey below by **December 31**.

<https://forms.gle/Ptt2gEA7YJ6HTSraA>

We are asking all fairs to decorate a centerpiece and bring it to convention. They will be on display for the opening session and also used as centerpieces for the banquet. Bring your centerpiece to promote your fair and the convention theme. Centerpieces cannot exceed two feet in any direction, as we do still use it as a centerpiece at the banquet.

We will have two ways of judging. First we will have a panel judge them on following format: 40 points, use of theme; 35 points, originality; and 25 points incorporating your fair name. We will also have a ballot judging by the convention attendees with the winners being announced at the business meeting on Wednesday.

Please bring your centerpieces with you to the opening session in the Grand Ballroom, by 9:45 a.m. We will have them on display for the duration of the convention and then use them for the banquet. If you would like to take your centerpiece back home, you are welcome to do that at the conclusion of the banquet. Thanks for your participation!

Please use the following link for more details and to register your centerpiece.

<https://www.wifairs.com/p/convention/convention-theme>

Evening Receptions Set

New for 2022, our evening receptions menus have changed slightly and will include more free beer and soda. These changes are because we will no longer offer a separate hospitality reception after the showcases. Instead, we encourage you to go and visit your Associate Members! The Riverview Room will also be open for a half hour following the last act for attendees to network as well.

Monday evening’s reception will consist of our annual cheese party at 4:00 PM in the Riverview Ballrooms. It is a long-standing event at each of Wisconsin’s annual fair conventions. Assorted cheeses are provided each year by Wisconsin’s world renowned cheese makers. Our Fairest of the Fairs contestants will have their auction items on display and the auction will begin at 5:00 PM. Take time to visit with each of the 33 Fairest of the Fairs contestants. Bid high, and bid often. Tuesday night will include our President’s Reception with hors d’oeuvres and beverages beginning at 6:00 PM in the Riverview Ballrooms.

Each evening’s reception will conclude with our Showcase of entertainment. Our showcase committee is excited about our entertainment at this year’s convention. I’d like to thank our Associates for their excellent submissions. Please be sure to visit our Associates following the showcases to see how their entertainment may help your fair.

Education Raffle

Don't miss out on the opportunity to win some great prizes at the upcoming convention. This year's items include: an IPAD, LED TV, Cold Hard Cash, and hand-made wood carved items .

Tickets can be purchased at the Registration Desk during convention. Winners will be drawn at the conclusion of our banquet and you don't need to be present to win.

Proceeds from the raffle go towards our Education Fund. This year these funds are being used for our Consumer Protection Program class that is being held on Sunday.

Fair Trade Table

Again this year, we will be having a "Fair Trade" table. The purpose of this table is to allow you to share your information with other fairs. We are asking that every fair bring along extra premium books, flyers, and promotional material that can be given away. This table is meant to be a trading table, you bring some information, and you take some with you. Please bring along your materials.

Banquet

Doors will open at 4:30 PM and at 4:45 PM the Fairest of the Fairs contestants will begin their self-introductions. We will have our banquet meal following their introductions, allowing time for our judges to determine the top ten finalists. At approximately 5:45 PM we will continue our program hoping to conclude by 8:30 PM crowning our 2022 Fairest of the Fairs.

Breakfast Buffet

The times for breakfast in the Main Buffet and the Upper Dells Ballroom, may be served at different times. We will begin each morning serving breakfast in the Main Buffet and opening the Upper Dells Ballroom later. The Chef has worked with us to change the menu a little each day. We hope this change in serving times will keep all food as hot and fresh as possible.

Please remember our breakfast is complimentary with your hotel room reservation. Gratuity is not included so we ask that you please tip your wait staff each morning as you see fit.

Photo/Media Awards

These awards will be presented at the end of the Business Meeting on Wednesday morning. The entries will remain on display through the banquet in the Grand Ballroom lobby. Please be sure to vote for your favorites!

Election Results

This fall three positions were up for election. In District 2, Deb Gotlibson, Dunn County Fair and District 3, Marla Stello, LaCrosse Interstate Fair completed their max terms. We'd like to thank them for sharing their time and talents with us! Amy Listle, Jefferson County Fair, District 4 was elected to a second term. Jackie Kumm, St. Croix County Fair, District 2 and Lori Ripp, Lodi Ag Fair, District 3 were elected to three-year terms. They will begin their term following Wednesday's annual business meeting at convention.

Silent Auction Items Needed

We are excited to again offer a silent auction at convention. In addition to the live auction on Monday night, the silent auction will take place on Tuesday. We are asking all fairs and Associate members to donate an item or two to the silent auction. Consider a bottle of wine, box of chocolates or an item from a local business to add to the silent auction.

Donated items are asked to be delivered to the River-view South room on Tuesday from 12:15 PM to 1:00 PM. Items will then be on display for bidding from 1:00 PM to 4:30 PM and again from 6:00 PM to 7:00 PM. The winning bids will be announced at 7:00 PM before the showcase begins. We will accept credit card, cash or check payment for the live and silent auctions. Proceeds from the auction help keep our convention registrations fees at a minimum.

WI DATCP Reports

Just a reminder, your year-end reports are due by January 31, 2022 if you haven't already sent them in. Please contact Debbie Gegare if you have any questions about these reports as well. Thanks for your promptness in getting these reports submitted.

Carnival Night/Sunday Night Fair Social

Carnival night will be taking a year off, but has plans to be back in 2023. We'd like to thank them for their support of our conventions! In its place, we will have an evening Fair Social with nachos and beverages. It will take place from 7:30-9:30 p.m. on Sunday, January 9. All convention attendees are encouraged to attend and network about the past, present and future.

Associate Signage

Associates are only allowed to display posters outside of their hotel room door or in their trade show booth. Posters are not allowed on the walls throughout the hotel like in the past. Please keep in mind when displaying your posters that trinkets and easels can become trip hazards. We know you want to encourage our fair members to visit, but we also want to be safe.

WAF will provide signboards in the registration area and throughout the convention facility listing your trade show booths and hotel rooms so fairs can find your business. We will provide more signboards throughout the convention facility than we have in the past simply because there isn't the same amount of wall space for banners and signs that you're used to.

Trade Show

The trade show will be open on Monday from 1:00 PM to 4:00 PM and on Tuesday from 1:00 PM to 4:00 PM. It will be located in Ballrooms A-I. Our trade show schedule conflicts with only a few other events so our fair board members have open time to visit with our Associates. Fairs, please take advantage of the trade show hours and be sure to visit our Associates. They have put a lot of effort into making our trade show a success.

Don't forget to visit the Associates working from their hotel rooms as well. A full list of our attendees' rooms is available throughout the hotel during convention. Please be sure to see how their products or services can benefit your fair.

Booths can be set up on Monday, from 9:00 AM-1:00 PM. Booths must be cleared between 4:00-6:00 PM on Tuesday.

Hotel Update

The Chula Vista Resort has a few changes coming into our 2022 convention. They have assigned **Renata Prellwitz**, as our hotel liaison, for the duration of our convention. We will have a contact number to share at convention so you can connect with her regarding any hotel issue during our event.

Check-In: All registered guests will need to check in at the main Hotel Lobby as the Condo Lobby will not be staffed. Check-in is at 4:00 p.m. and check-out at 10:30 a.m. If your group has an interest in Express Check-In, please contact Renata by January 6 and she'll get that set up for you.

Housekeeping Changes: No housekeeping service will be offered during your stay. Following this current industry standard, hotel rooms are cleaned at the end of your stay. If you have extra garbage to be removed or are in need of fresh towels, please contact Renata and she will be sure it is addressed.

Waterpark Hours: Below are the hours the waterpark will be open during our convention.

Saturday: 10AM-9PM; Sunday: 10AM-8PM; Monday: 10AM-8PM; Tuesday: 4:00-8:00PM; Wednesday: Closed

56th Fairest of the Fairs To Be Crowned

We are proud to announce we will be crowning our 55th Wisconsin Fairest of the Fairs and at our 2022 annual convention. Vying for the title of 2022 Wisconsin Fairest of the Fairs are 33 contestants who seek to be named ambassador for our county and district fairs and become the official summer host for the Wisconsin State Fair. They include:

Barron County Fair, Amanda Librande; Calumet County Fair, Hannah Roehrig; Central WI State Fair, Elizabeth Behlen; Columbia County Fair, Samantha Falk; Dodge County Fair, Alexis Luedtke; Door County Fair, Michaela Guilette; Fond Du Lac County Fair, Parker Schmitz; Grant County Fair, Kailee Kaiser; , ; Iowa County Fair, Jaynie Rule; Jefferson County Fair, Janelle Wenzel; Juneau County Fair, Allison Colwell; Kenosha County Fair, Claire Fox; La Crosse Interstate Fair, Jenna Langrehr; Lafayette County Fair, Ashley Carns; Lodi Ag Fair, Shannon Lamb; Manitowoc County Fair, Lydia Luebke; Marquette County Fair, Halie Maier; Northern WI State Fair, Beth McIlquham; Oconto County Fair, Bella Rennie; Ozaukee County Fair, Mackenzie Neumann; Racine County Fair, Kynzi Cole; Rock County Fair, Emma McNally; Sauk County Fair, Katie Yanke; Sheboygan County Fair, Paige Bruggink; St. Croix County Fair, Rose Gillis; Trempealeau County Fair, Alexi Hunter; Vernon County Fair, Courtney Moser; Walworth County Fair, Katelyn Gonzalez; Washburn County Fair, Jackie Rosenbush; Waukesha County Fair, Mariah Richardson; Waupaca County Fair, Makya Schroeder; Winnebago County Fair, Jodie Weyland; And Wisconsin Valley Fair, Maddy Lemke.

For four days these highly motivated young people will be interviewed, interact with you at the convention and partake in several workshops. Good luck to all of the participants!



Fairest of The Fairs Contestants participating in Fairest Reunion Day at the 2021 Wisconsin State Fair



Wisconsin Association of Fairs

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2022 Calendar of Events

- January 9-12 WI Association of Fairs Convention,
Chula Vista Resort, WI Dells

- March 20-22 Zone 4 Meeting, La Crosse, WI

- April 5 District 4 Spring Meeting, WI State Fair
- April 6 District 1 Spring Meeting, Langlade County Fair
- April 12 District 2 Spring Meeting, Dunn County Fair
- April 13 District 3 Spring Meeting, Vernon County Fair

- October 11 District 1 Fall Meeting, CWSF
- October 12 District 2 Fall Meeting, St. Croix County Fair
- October 18 District 3 Fall Meeting, Sauk County Fair
- October 19 District 4 Fall Meeting, Washington County Fair

- Nov 27-30 IAFE Convention, Indianapolis, IN